

## **Historic, Archive Document**

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# LOECHNER'S SEEDS

BROCCOLI

11

CELERY

FENNEL

ONION

## 1930



Broccoli Christmas Calabrese

### LOECHNER & CO., INC.

Importers and Seed Growers

11 Warren Street

New York, N. Y.

ONLY THE BEST  
Vegetable Seed Trials

D. N. Shoemaker FEB 21 1930

## **SPROUTING BROCCOLI**

### **Loechner's New York Market**

American grown. Large green heads, mature very uniformly and from a week to ten days earlier than any imported strain.

Price per lb. \$3.75



**Broccoli New York Market**

### **Calabrese**

This strain has been grown for us exclusively for more than 15 years by an Italian grower. The description is as above, only heads are slightly smaller and mature later.

Price per lb. \$1.75

## HEADING BROCCOLI

	Price Per Pound
Early White Cape, a fine vigorous early strain. Heads snow-white..	\$2.25
St. Valentine, large white compact heads, 2 weeks later than the White Cape .....	2.00

## ONION

Early Improved White Barletta.....	.85
Early White Queen.....	.85
Mammoth White Silver King.....	.85

## CELERY

### Golden Selfblanching, Tall

We have secured an exceptionally fine strain from a French Grower, who is growing same exclusively for us. Only a limited quantity is available .....

4.25

## MISCELLANEOUS

Basil (Basilicum), large leaved green..	1.50
Broccoli di Rapa, (Italian Turnip), early sweet .....	1.50
Chicory Asparagus, White Caledonie	1.50
Cocozella di Napoli, green striped.....	.95

LOECHNER & CO., INC. give no warranty, expressed or implied, as to description, quality, productiveness, or any other matter of any seeds it sells and will not be responsible for the crop.

Delivery made F. O. B. New York, N. Y.

Bags charged for extra at market value.  
TERMS: Sixty days net, 2% discount allowed if remittance is mailed within ten days from date of invoice.

New York, N. Y.

January, 1930

To Our Friends in the Trade:

For a number of years we have supplied some of our customers with certain strains of Broccoli, Fennel and Onion Seed raised exclusively for us by one of our Italian friends. The growing and selecting of stock seed of these varieties have always been supervised by ourselves.

Because of lack of sufficient stock seed, we have in the past only been able to furnish this seed to a limited circle of friends but we have now sufficient stock to enable us to offer these superior strains to the trade in general.

We shall be pleased to send you samples, free of charge, of any variety you might wish to compare with strains from other sources.

Contract orders for next year's crop should reach us not later than February 15, 1930. We book same subject to pro rata delivery in case of short crop or other causes beyond our control. Orders received later than March 15 may be accepted if crop conditions allow, but they will not be subject to pro rata delivery.

LOECHNER & CO., INC.